

## ABSTRACT:

A mode of subscription to a television program allows a provider of programs 61 to offer various subscriptions to a user, the user being able to sign up to one of these subscriptions. The user possesses a device 69 configured in respect of the chosen subscription, this device allowing him to reduce or otherwise the duration of the 5 advertisements during the recording of a program or during the reading of a recorded program. Depending on the subscription signed up to, it will be possible for the user not to record the advertisements during the recording of a program, to skip the advertisements during the reading of a recorded program or conversely the user will be compelled to watch the advertisements during the reading of a recorded program, the device configured in respect 10 of the subscription deactivating in this case the "fast forward" function of the reader at the time of the advertisements.

This mode of subscription can be used by program providers, for digital or analog television, in order to increase their number of subscribers.

15 Fig. 7